

HP Achieves 58% Increase in Engagement and 9.7% Boost in Brand Favorability with LinkedIn CTV



Meet HP

HP is a global technology leader that develops cutting-edge personal computing, printing, and related solutions for consumers, businesses, and institutions worldwide. With a legacy spanning over eight decades, HP is committed to creating technology that makes life better for everyone, everywhere.

Explore The Journey

- **Goal:** HP aimed to drive brand awareness and improve engagement among high-value key accounts, particularly within enterprise-size companies. The goal was to enhance brand perception and deepen relationships with decision-makers by delivering targeted messaging.
- **Success Metric:** Increased engagement rates, expanded reach within their key account list, and improved brand favorability among the target audience.
- **Strategy:** To achieve these goals, HP leveraged CTV to deliver personalized messages directly to key clients. By incorporating their Target Account List (TAL) into the CTV audience targeting, HP increased reach within high-priority audiences. They retargeted audiences exposed to CTV messages with demand-creation content, effectively guiding prospects through the funnel. This approach utilized LinkedIn's advanced targeting capabilities within a premium CTV format, allowing HP to engage key accounts more effectively and support the entire buying journey.

Metrics

- **Combined Exposure:** 1.8M members were exposed to both CTV and demand capture messages within 30 days
- **Lift in CTR:** Experienced a 58% lift in click-through rates when members were exposed to a CTV message
- **Total CTV Exposure:** 3.5M members were exposed to CTV

“Leveraging LinkedIn CTV retargeting has allowed us to effectively engage our key accounts and drive meaningful brand impact throughout the entire buying journey.”
- Bethany Schuelke, HP Media Manager

The Results

HP's targeted approach led to remarkable outcomes. Engagement rates rose by 58%, underscoring LinkedIn CTV's ability to capture attention and drive engaged visits among key accounts. By adding their target account list to its CTV campaign, the company doubled its audience reach, amplifying brand visibility and deepening engagement with decision-makers.



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